



**TOURISM ADVISORY COUNCIL
EL WESTERN CABINS & LODGES
4787 US Hwy 287 N, Ennis MT 59729
OCTOBER 3 – 5, 2011**

Persons may address the Tourism Advisory Council in person at El Western Cabins & Lodges Conference Center, 4787 US Hwy 287 North, Ennis. Persons may address the Council on any matter listed on the agenda by contacting Ed DesRosier, TAC Chair, before the item is considered. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Barb Sanem, Industry Program/Compliance Specialist, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email barb@visitmt.com.

COMMITTEE MEETING SCHEDULE

All committee meetings are open to all Region and CVB representatives, the entire Tourism Advisory Council and the public.

MONDAY, October 3, 2011

- 12:00 – 12:50 **Site Selection Task Force — El Western Conference Center**
—Meg O’Leary – Chair, Cyndy Andrus, Bev Harbaugh, Bill McGladdery, Jackie Yellowtail, Sarah Bannon, Carla Hunsley, Debbie Vandeberg, Mike Mergenthaler, Barb Sanem
- 12:00 – 12:50 **TIIP Grants Task Force — Trout Lodge**
—Kim Holzer – Chair, Michelle Robinson, Amber Wood-Jensen, Victor Bjornberg
- 1:00 – 2:50 **Tourism Research/Public Awareness Committee — El Western Conference Center**
—Bill McGladdery – Chair, Cyndy Andrus, Rhonda Fitzgerald, Gail Richardson, Michelle Robinson, Paul Tuss, Marne Hayes, John Brewer, Paula Ruark, Carol Lindseth, Diane Medler, John Laney, Jan Metzmaker, Katy Peterson, Sarah Lawlor, Norma Nickerson
- 3:00 – 3:45 **Audits & Applications Committee — El Western Conference Center**
—Amber Wood-Jensen – Chair, Bev Harbaugh, Kim Holzer, Meg O’Leary, Stan Ozark, Jackie Yellowtail, Barb Sanem
- 4:00 – 7:00 **A Step into Montana’s Past — Nevada City Music Hall**
—Dan Thyer, MHC Living History Curator, 2011 Tourism Person of the Year
—Transportation provided



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FINAL AGENDA

TUESDAY, October 4, 2011 — El Western Conference Center

8:30 – 8:35 Call to Order, Introductions, Unfinished Business
—Ed DesRosier, Chair

8:35 – 8:40 Consent Agenda
All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

Action Items

1. Approval of June 6 – 8, 2011 TAC Meeting Minutes
2. Approval of June 30, 2011 TAC Special Meeting Minutes

8:40 – 8:45 Nominating Committee Report/Election of Officers
—Stan Ozark, Chair

- Election of Chair and Vice Chair

8:45 – 10:00 Montana Office of Tourism (MTOT) Update
—Jeri Duran, Montana Office of Tourism Administrator

- Montana Film Office (MFO) Update
- Montana Office of Tourism Update
 - Publications
 - 2011-2012 Winter Guide
- Revenue Reports

10:00 – 10:15 Break

10:15 – 11:30 Consumer Advertising Report
—Katy Peterson, Consumer Marketing Manager

- FY12 Campaign Overview
- Winter Campaign Push

11:30 – 12:00 Discussion with Area Legislators

- Tourism Speaks Presentation

12:00 – 1:00 Lunch—(cost is \$6)—Banditos Restaurant—(305 East Main)
(12:00 – 12:10 — Region/CVB Directors – bring your calendars to schedule the Spring Region/CVB meeting)

- 1:00 – 1:15 **Public Comment** on issues relevant to Council jurisdiction but not on the agenda
- 1:15 – 2:00 **Consumer Advertising Report**
—Katy Peterson, Consumer Marketing Manager
- 2011 Campaign Update
 - Key Performance Indicators & Metrics
 - 2011 Branding Awareness Study Results
- 2:00 – 3:00 **Montana Heritage Commission Update**
—Marilyn Ross, Chair
- 3:00 – 3:15 **Break**
- 3:15 – 4:15 **ITRR Research Projects Update**
- Visitors from Designated Marketing Areas: A look at 2010
—Norma Nickerson, Ph.D.
 - MT Nonresident Visitor Information Center Use
—Neala Fugere, ITRR intern student
 - Hunter Access on MT Private Lands: Landowner Response to Initiative 161
—Evan Tipton, ITRR intern student
 - Resident Travel: Update& Preliminary July 2011 Numbers
—Christine Oschell, Ph.D.
- 4:15 – 4:30 **Public Relations (PR) Update**
—Donnie Sexton, Public Relations Manager/Staff Photographer
—Mike Harrelson, Public Relations Director, MercuryCSC
- 4:30 – 4:45 **Brand/Marketing Workshop Update**
—Pam Gosink, Marketing Manager
- 4:45 – 5:00 **Montana iPad Application Sneak Peek**
—Bev Clancey, Publications Manager
- 5:00 **Recess**
- 5:30 – 6:45 **Reception – First Madison Valley Bank**
—213 East Main Street, Transportation provided
- 7:00 – 8:30 **“Buck” – A Documentary of Buck Brannaman – Madison Theatre**
—115 West Main Street, Transportation provided
—The true story of this Sheridan MT resident whose remarkable ability to communicate with horses inspired The Horse Whisperer book and movie.

Sponsors: Gold West Country, Ennis Chamber of Commerce, First Madison Valley Bank, El Western Cabins & Lodges, Fan Mountain Inn, Rainbow Valley Inn, Ennis School District

WEDNESDAY, October 5, 2011 — El Western Conference Center

- 8:00 – 8:30 **Executive Committee Report**
—Ed DesRosier, Chair
- 8:30 – 9:30 **Committee Reports by Respective Chairs**
—TIIP Grants Task Force – Kim Holzer, Chair
 ▪ Grant Recommendations
—Tourism Awards Task Force – Stan Ozark
—Tourism Research/Public Awareness Committee – Bill McGladdery, Chair
 ▪ Proposed FY13 Projects
—Site Selection Task Force – Meg O’Leary, Chair
 ▪ Scoring Criteria
—Regulations Committee – Amber Wood-Jensen, Chair
—Audits & Applications Committee – Amber Wood-Jensen, Chair
 ▪ Region/CVB Audit recommendations
 ▪ New Project recommendations
 ▪ Montana’s Custer Country formal recognition
—MTRI – Amber Wood-Jensen, TAC Representative
—Wayfinding Task Force – Cyndy Andrus, Chair
- 9:30 – 10:00 **Website Campaign Update**
—Thurston Elfstrom, Senior Interactive Manager
- 10:00 – 10:15 **Break**
- 10:15 – 10:30 **Montana Tribal Tourism Update**
—Ed DesRosier, Jackie Yellowtail
 ▪ AIANTA Conference Update
 ▪ Region/CVB Tribal Tourism Development
 ➤ Current workings with tribes
 ➤ Ideas, interests and challenges for tribal promotion
- 10:30 – 10:45 **Tourism Development Update**
—Victor Bjornberg, Tourism Development Coordinator
 ▪ 2013 – 2017 Strategic Plan
 ▪ Southeast Montana Regional Tourism Planning Project
- 10:45 – 11:00 **New Business**
 ▪ Suggest future speakers
 ▪ Committee sign up
 Upcoming Meetings
 ▪ February 6 – 8, 2012, Big Horn Resort, Billings
 ▪ June 3 – 5, 2012, UM – Western, Dillon
 Adjournment

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.